

Message Text

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ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /048 W

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R 111120Z AUG 76

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 5569

UNCLAS JIDDA 5545

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJECT: PROPOSED MONTANA IOGA TM TO SAUDI ARABIA

REF: STATE 193296

1. SINCE POST WILL HAVE JUST COMPLETED WORK ON WATER RESOURCES TM IN FEBRUARY, WE BELIEVE WE CAN HANDLE LATE MARCH 1977 MONTANA IOGA MISSION WITH ADEQUATE SUPPORT FROM ADVANCE MAN. COMMERCE INFO ON INPUT OF PRODUCT LINES AND NAMES OF FIRMS WOULD BE REQUIRED SOONER THAN NORMAL, AND WE WOULD HAVE TO HAVE TM BROCHURE AT LEAST MONTH BEFORE MISSION ARRIVAL. BROCHURE SHOULD HAVE ARABIC SEGMENT IF POSSIBLE.

2. ANNUAL SAUDI FAIR, ORGANIZED IN JIDDA, WOULD OCCUR IN SAME PERIOD (MARCH 15-29, 1977) SO WE URGE VERY EARLY HOTEL RESERVATIONS FOR JIDDA PORTION OF SCHEDULE. IN THIS REGARD, WE WOULD HAVE TO KNOW EXACTLY WHAT TUMPANE (PARA 3 REFTTEL) HAS DONE TO AVOID ANY SLIPPAGE. WE PREFER TO HAVE POST HANDLE ALL NECESSARY DETAILS TO INSURE AGAINST GAPS, BUT WELCOME TUMPANE HELP, POSSIBLY IN REPRESENTATIONAL AFFAIR AT RIYADH.

3. PRODUCT CONTENT VERY WELL TARGETED BUT PREFABRICATED HOUSING SHOULD BE DURABLE AND SUITED TO CLIMATE. SAUDIS VERY RESISTANT TO WOOD HOUSING DEAPITE URGENT NEED IN THIS AREA. MARKET PARTICULARLY STRONG FOR AGRICULTURAL COMMODITIES, CONSTRUCTION FIRMS, LIVESTOCK, TRANSPORT

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AND IRRIGATION EQUIPMENT, AND MANAGEMENT SYSTEMS.

4. MISSION ITINERARY SHOULD BE JIDDA, RIYADH, DHAHRAN.
DATES SUGGESTED ARE: JIDDA - ARRIVAL MARCH 24 OR 25 -
FOR EMBASSY BRIEFING AND DISTRIBUTION OF KITS, RESTING
FROM JET - LAG, WITH MARCH 26 AND 27 FOR WORK, DEPARTING
MARCH 27 EVENING FOR RIYADH. MARCH 28 AND 29 FOR RIYADH
OPERATIONS AND DEPARTING EVENING OF 29TH FOR DHAHRAN;
DEPART DHAHRAN MARCH 31 OR EVENING OF APRIL 2.

5. WE URGE THAT GOVERNOR PERSONALLY LEAD MISSION.
INCLUSION OF HIGH STATE OFFICIALS ALWAYS HELPFUL HERE.
PORTER

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NNN

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